

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 10/662,700 Confirmation No. 1032  
Applicant : Babak Damaghi  
Filed : September 15, 2003  
For : ENHANCED METHOD OF RADIO AND TV ADVERTISING  
TC/A.U. : 3688  
Examiner : Lastra, Daniel  
Docket No. : 34294/3  
Customer No. : 1912

**AMENDMENT IN RESPONSE TO**  
**SEPTEMBER 15, 2008 OFFICE ACTION**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22323-1450

Sir:

In response to the Office Action mailed September 15, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.